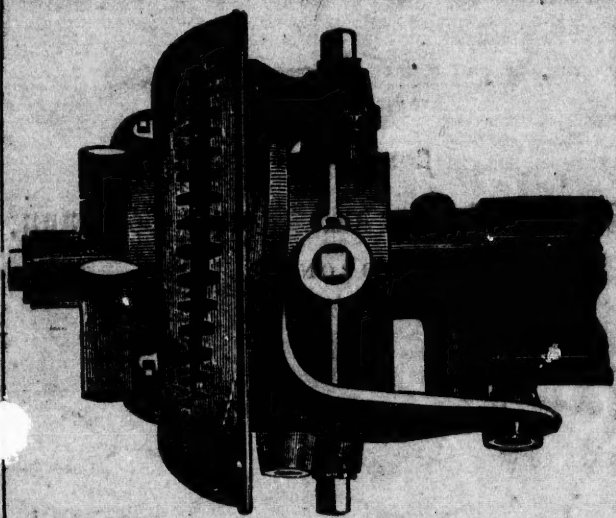


**HOW TO
CANVASS AND SELL**



**Mowing & Reaping
MACHINES.**

879624

COMPLIMENTS OF
Toronto Reaper and Mower Company.
TORONTO.



Presented to
The Library
University of Guelph
By ALMA MATER

HOW TO
CANVASS & SELL
MOWERS AND REAPERS.

THE art or science of knowing how to sell Agricultural Implements is known only to a very few of the thousands of agents throughout the country. Many men accept an agency for the sale of farming tools, simply to say that they are engaged in business ; others go into the business supposing that, as soon as they distribute their advertising matter, and insert a notice in the county paper, they can return home, sit down, and wait for customers to come rushing in to buy.

Energetic Agents.

There are, however, a few live energetic agents who have reduced the business of selling Mowing and Reaping Machines to a science; the result is, such men virtually control all the trade in their territory. With an experience of more than twenty years in the manufacture and sale of Grain and Grass-cutting machinery, we desire to give you our ideas on the subject of how to sell Implements. We have carefully watched the rise and progress of this branch of industry, to learn how the largest number of machines can be sold in the most profitable manner.

First-class Implements.

It is of course necessary that an agent should handle a first-class implement, one that is known to possess special points of excellence over all others. The Toronto Mower affords the best example of this kind known, and is recognized as such by competing manufac-

turers ; as a Grass-cutter it combines more "strong points" than any other implement of a similar character yet produced.

Energy and Perseverance.

But, "being the best mower in the world" will not always sell it ; energy and perseverance are necessary to bring it before the people, and when once thoroughly introduced in your neighbourhood, you will then reap the benefits from your early labors.

When to Canvass.

During the winter and spring months, when the weather is bad, and the roads almost impassable, much good work can be done by calling on the farmers of your district, making new acquaintances, finding out those who intend buying a machine the coming season, or the farmer who has an old machine that he considers it doubtful whether it will go through the harvest without breaking down. Give

them a catalogue, and explain how easily it is for the Toronto Mower to cut the worst down-tangled clover or the tallest timothy ; what a success it is, in cutting through orchards ; how nicely the bar can be elevated to an upright position ; and show them the picture on page 16, of the Mower passing a tree. This is one of the grandest features ever put on a mowing machine, and a farmer who cuts orchard grass or has a stumpy meadow, should by all means possess one of these Mowers.

Flexible Cutter Bar.

Then again, you know the cutting bar works as upon a hinge, which readily allows it to follow the ground closely, in and out of furrows, or it can be instantly raised by the Foot lever to pass a good-sized obstruction, and that too, without the driver using his hands. This allows him full control over his team, which is a capital feature.

Important Features.

Show him how the draft rod is attached to the machine so as to relieve all side draft, and the perfect pitman connection, as illustrated on page 10 of the catalogue.

Mechanical Gear.

By the excellent picture on page 14 you can clearly explain the "magnificent mechanical gear." This new power is one of the wonders of the nineteenth century; why, think of it! there is only *one rotating cog wheel on the entire machine*. If he has an old Mower, go and count the cog wheels on it, and you will at once convince him of this valuable feature of mechanics.

Good Argument.

Show him the *Eleven cogs in gear at one time*, and explain the additional power gained by such an arrangement; no possible chance to choke up or slip.

Malleable Iron and Steel.

Describe the material used in the construction of these machines. He will appreciate the difference between malleable iron and old pot metal. Describe the steel shafting and bars, and the cold rolled iron that enters so largely into the composition of our machines.

There are many other excellent points that you can post yourself on, and when canvassing, explain them to your customers.

Letters from Farmers.

The Toronto Mower was thoroughly tested in all parts of Canada last season, and you will find over a hundred letters published in our 1878 Catalogue. By referring to these when canvassing, you will be able to find some one among the number with whom your customer is acquainted. These testimonials are *bonâ fide* expressions from actual purchasers, and we have taken particular pains to

secure their proper names and addresses, so that any one can write them with reference to our machines.

By a plain statement of these facts, you at once interest the farmer and open the way for a sale, when—if not closed at the time—you leave with him a catalogue, secure his promise not to purchase until he has examined your sample machine, and, taking his name and address, leave him until you make your next canvassing trip through his territory.

The Successful Salesman

Is not always the ready and fluent talker, but more frequently the patient and persistent agent who has ready proofs to make good his assertions. He generally closes the season's business with the largest number of sales.

The Successful Way.

When spring fairly opens, and farmers are

beginning to look around for the new tools necessary to gather the coming crops, then the best plan to open up the canvass is to set your sample Mower up in good trim, and load it on a light spring waggon, which can be nicely and easily done by backing it in, allowing the pole to extend over the rear end of the waggon, and you then start out. You now call upon the parties you had been talking to during March and April, and show them the machine all complete. If a farmer is interested and needs a Mower, unload your sample, (which is easily done by laying two boards on the rear end of the waggon, and pulling the machine down them,) then hitch your horses to it, and run the machine up and down the road, or around the barn-yard, showing him how well it can clear stumps and trees, how convenient it is to handle, and how light upon the horses, &c. If he really needs a machine, you will then have no difficulty in effecting a sale.

Good Way to Advertise.

After you have closed the bargain, take special pains to set the machine up in his barn, for each machine sold and set up in this way, is by far the most profitable advertisement you can have. You can then return home, load up another machine, and repeat the same operation. We have known agents to sell on an average three and four machines per day by this mode of canvassing, and we regard it as the best way known to sell a large number of machines for the smallest expense.

Settle at the time.

After you have thus delivered a machine, it is always best to take your customer's note for it, giving him the "Warranty," which fully guarantees the Mower. By doing this, you not only make the sale, but the settlement also, which saves you the trouble and expense of calling the second time for the note.

Sample Machines.

It is sometimes necessary to have a sample machine set up at a country store, hotel, or blacksmith shop, and this is especially a good point, if you have a large territory and find it impossible to canvass it as thoroughly and frequently as is necessary. When machines are left at these places as samples, it is well to appoint some responsible person as sub-agent, paying him a reasonable compensation for exhibiting the machine, talking it up, and making sales whenever he can, you calling on him as often as possible, and assisting him to close up any sales he has not finished.

Printing.

Bear in mind, that while catalogues, posters and other printing are of great assistance, they will do no good, unless you carefully canvass the territory yourself. Personal explanations and comparisons are what sell the machines.

Order Early.

Order on your machines early, and get them in your customers' hands. It will prevent your competitors from interfering with your sales. Besides, every machine set up in a farmer's barn throughout your territory is a standing advertisement of the most brilliant character. It attracts attention, and the neighboring farmers call in to see and examine it. Leave your purchaser a few pamphlets after you have delivered his Mower and instructed him how to operate it, and the chances are that he will find a customer or two for you that you would have overlooked in your canvass.

Honest Warranties.

Do not guarantee your machine to perform impossibilities. Nothing can be gained by false representations. It is our purpose and wish to make a life-long friend of every farmer who buys a Toronto Mower and Reaper, hence

we want our business transacted strictly upon fair and honorable principles.

Our machines are guaranteed free from all defective parts, but should any such be discovered, they will be replaced FREE upon application.

Always see that your machines are properly set up and ready for the field. Many good machines fail for want of being properly started to work.

Finally, if you conduct your canvass something after the way herein directed, we assure you that you will find it the cheapest and best plan for disposing of the largest number of machines in the most profitable manner.

Very respectfully yours,

Toronto Reaper & Mower Company.

TORONTO, MARCH, 1878.

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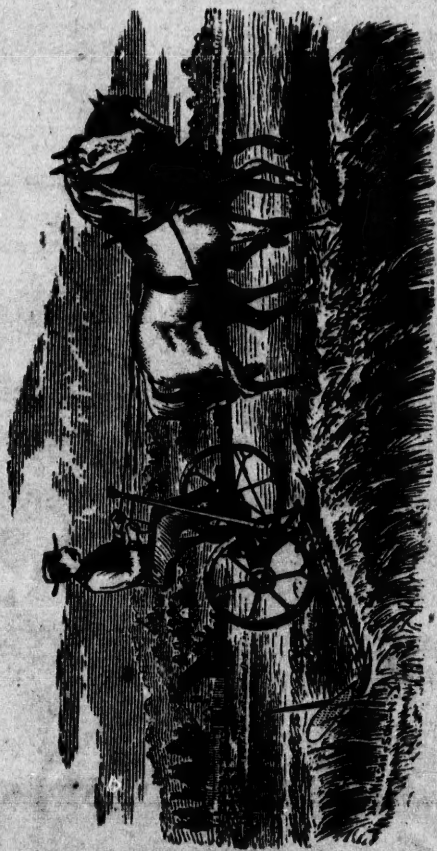
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